

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT&C Department – Department of Tourism – Andhra Pradesh Tourist Information-cum - Gnapika Souvenir Counters – Transferring from Commissioner of Tourism to the administrative control of Shilparamam Society – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM & CULTURE (T.A1) DEPARTMENT

GO Rt No. 589

Dated: 17-06-2010

READ – The Following

- 1) G.O.Rt.No.1179, YAT&C(PMU) Department, dated 15.09.2004.
- 2) Govt. Memo No.4811/T.A1/2009-1, dated 4.11.2009.
- 3) From the Commissioner of Tourism, AP, Hyderabad D.O. Letter No.1409/Gnapika/C1/2009, dated 19.02.2010.

ORDER:

Government have opened Andhra Pradesh Tourist Information-cum-Gnapika Souvenir Counters in Tourist destinations of the State and Metro Cities in India under the name of “Gnapikas” as per recommendations of the World Tourism Organization, with a view to promote the tourist destinations of Andhra Pradesh and Handlooms and Handicrafts of the State like Pochampally, Kalamkari, Kondapally toys, Bidri, Filigree, Madhavamala wooden carvings etc., to function under the control of YAT&C(PMU) Department.

In the G.O. first read above, orders have been issued transferring Gnapikas to the administrative control of the Director of Tourism, AP, Hyderabad along with men and material.

The Commissioner of Tourism in his letter third read above has stated that the Department of Tourism is finding it difficult to maintain the Gnapikas due to paucity of funds.

The Commissioner of Tourism has therefore, submitted that due to financial and operational constraints, it would not be possible for the Department of Tourism to run Gnapikas and proposed that Gnapikas may be transferred to Shilparamam Art, Culture & Crafts Society (SACCS) for its functioning and operation so that Gnapikas can be effectively used as an instrument for promotion of tourism as well as promotion of arts & crafts.

Government, after careful consideration of the matter, hereby order for transfer of Gnapikas to Shilparamam Art, Culture & Crafts Society, Hyderabad for their maintenance, with immediate effect, duly prescribing the following guidelines for effective and proper maintenance of Gnapikas in the interest of their viability.

Guidelines for promotion and maintenance of ‘Gnapikas’:

- 1) The Shilparamam Society shall handle Gnapikas. in the State.
- 2) The total number of Gnapikas in the State be listed out and activities monitored.
- 3) Handicrafts and textiles mementos / articles from all eminent places given below, be procured to show-case in Gnapikas.
 - a) Kondapalli
 - b) Etikoppaka
 - c) Nirmal
 - d) Pochampalli
 - e) Dharmavaram
 - f) Srikalahasti
 - g) Machilipatnam
 - h) Cheryl
 - i) Pembarthi
 - j) Venkatagiri
 - k) Gadwal
 - l) Allagadda
 - m) Yemmiganur
 - n) Any other souvenir products or product of relevance to a tourist

(P.T.O)

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- 4) The Gnapikas should be run on prudent lines and activities taken up accordingly for commercial viability.
- 5) Artisans / Cooperative Societies should be involved in the effort of promotion and maintenance of Gnapikas.
- 6) The Gnapikas should be linked with the catchments of the products besides showcasing the entire product range of the state.
- 7) The Gnapikas shall serve as effective centers for availability of tourism souvenir and tourist requirements.
- 8) The Funds of Shilparamam and /or tourism department will be used for the operation and maintenance of Gnapikas.
- 9) The amounts of Gnapikas shall be operated by Shilparamam and form a part of its accounting and financial system.

The Commissioner of Tourism & Special Officer, Shilparamam are requested to take further action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH).

**JAYESH RANJAN
SECRETARY TO GOVERNMENT**

To
The Commissioner of Tourism
AP, Hyderabad.

The Special Officer,
Shilparamam Art, Culture & Crafts Society (SACCS)
Hyderabad.

Copy to The AG, AP, Hyderabad.
The Pay & Accounts Officer, AP, Hyderabad.
The Dy.PAO, Secretariat Branch, Hyderabad.
The District Treasury Officers concerned.
The PS to M(I & PR, Tourism & Cultural Affairs)
The PS to Secretary (T) / ADC (PMU) / Special Officer (T)
The YAT&C(T)
The Receptionists of Gnapikas.

//FORWARDED BY :: ORDER//

SECTION OFFICER